

## ORDER



KLAS

Mike Jones

K-WAS

National

Orders Order / Rev: 36901  
Alt Order #: 08837640  
Product Desc: OCEQUERA/CON/DEM  
Estimate: 1559  
Flight Dates: 08/21/12 - 08/27/12  
Original Date / Rev: 08/06/12 / 09/05/12  
Order Type: GENERAL

Primary AE:  
Sales Office:  
Sales Region:

Agency Name: GMMB  
Buying Contact:  
Billing Contact:  
1010 Wisconsin Ave NW  
Washington, DC 20007

Billing Type: Cash  
Billing Calendar: Broadcast  
Billing Cycle: EOM/EOC  
Agency Commission: 15%

Advertiser Name: Oceguera, John CD3  
Demographic: A35+  
Product Codes: PO1  
Priority: LV1  
Revenue Codes: AGY, POL, CAND

New Business Thru:  
Order Separation: 00:15:00  
Advertiser External ID:  
Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	5	\$8,850.00	\$7,522.50
08/27/12	08/27/12	0	\$0.00	\$0.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	5	\$8,850.00	\$7,522.50	0.00
Totals	5	\$8,850.00	\$7,522.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$8,850.00
Market	100%	\$29,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$7,375.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$1,475.00
KWWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/21/12	08/27/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	1	\$1,100.00	LV1	0.00	NM	1	\$1,100.00
<b>8 NEWS NOW AT 7AM</b>															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/21/12	08/27/12	-TWTF--	1	\$1,100.00	0.00										
E 2	8	08/21/12	08/27/12	CBS This Morning 7-9a CM CBS This Morning		7-9a	MTWTF--	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
8 NEWS NOW AT 11PM-WKND																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 08/20/12	08/26/12	-----SS		1	\$750.00	0.00										
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	8	08/20/12-08/26/12		8 News Now 11p		Sa/Su		11-1135P		-----Sasu	:30	(\$750.00)	0.00	NM				
See MG 3.2,3.3,3.4,3.5 [DA]																		
N 9	8	08/26/12	08/26/12	CBS News Sunday Morn	W	CBS Sunday Morn	-----S		:30	1	\$1,200.00	LV1	0.00	NM		1	\$1,200.00	
CBS News Sunday Morning																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
		Week: 08/20/12	08/26/12	-----S		1	\$1,200.00	0.00										
Totals																5	\$8,850.00	